

ABSTRACT OF THE DISCLOSURE

Decoration is applied to a predetermined area of a product, first applying an adhesion-promoting coating material to the surface area to be decorated; applying a second, printable coating to the same area, applying the decoration in the area, and then applying a protective transparent coating over the decoration. Some products may be dip coated, printed and protectively dip-coated. Others may have discrete areas coated, printed and protected, using digitally controlled air brush material applications. Other applications may utilize digitally controlled printing machines. For planar articles such as discs (DVD's and CD's) the FLEXOGRAPHIC (Trademark) or the transfer pad process may be used, in which adhesion-promoting, decorative and protective coatings are applied by a sequence of rollers or pads.